



# Marketing GreenChoice®

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**November 5, 2003**





# Austin Energy

- **City-owned electric utility**
- **Revenues \$850 million**
- **Meters 380,000**
- **Population served 800,000**
- **4% of Texas (ERCOT) load**
- **Nationally recognized conservation programs**
- **Green Power Program: GreenChoice (2001)**





# Marketing GreenChoice®

- **Common points of emphasis**
  - **Improve air quality**
  - **Reduce “greenhouse” emissions**
  - **Improve generation diversity**
  - **Lessen dependence on fossil fuels**
  - **Investment in renewables development**
  - **Cost a little more**





# Marketing GreenChoice®

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- **Marketing challenges**
  - **Premium**
  - **How to secure significant participation**
  - **Acceptable advertising approach**







# Marketing GreenChoice®

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- **Marketing philosophy**
  - **Target large businesses**
    - **Program acceptance through association**
    - **Acceptable advertising approach**
    - **Create competitive atmosphere**
    - **Community recognition**





# Marketing GreenChoice®

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- **Addressing premium**
  - **Provide hedge for customer**
    - Remove fuel charge
    - Replace with GreenChoice charge
    - GC charge stays fixed for contract term
    - Current GC charge fixed through 2011
  - **Manage premium through investment**
    - Up to 5% of net income annually in supply management





# Marketing GreenChoice®

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- **Offset premium with energy efficiency**
  - **Provide commercial rebates**
  - **Provide free walk-through assessment**
  - **Provide project management**
  - **Provide volume discount pricing**





# Marketing GreenChoice®

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- **Recognition advertising**
  - **Multi-faceted package**
  - **Paid advertising for reach**
  - **Continuing recognition**





# Marketing GreenChoice®

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- **Recognition Advertising Package**  
(700,000 kWh or 10%)
  - Individual newspaper ad (3 papers)
  - Composite newspaper ad (three per year)
  - 30-day billboard
  - 30-day theater presentation
  - City Council recognition
  - Customer newsletter composite (semiannual)
  - Customer newsletter/logo
  - Web site





Sung Lee, President, Samsung Austin Semiconductor

# The Power to Choose GreenChoice™

## **Samsung Lights the Way as Austin's First GreenChoice Corporate Champion**

When Austin Energy called for local corporations to champion Austin's newest renewable energy program, Samsung Austin Semiconductor was first to step forward and choose electricity from the clean sources of sun, wind, and biogas.

Samsung has committed to purchase 12 million kilowatt-hours of renewable energy each year. That's enough to power the needs of 1,000 homes year round. Austin Energy applauds Samsung for its demonstrated leadership as our city's first corporate green power member.

Enroll in GreenChoice today, and help Austin build one of America's largest renewable energy programs. Call 499-7827 or apply online at [www.austinenergy.com](http://www.austinenergy.com).



**Austin Energy**  
Austin's Community-Owned Electric Utility



## Wind Power Puts the Sizzle in Our Cuisine

**At the Iron Cactus** we deliver traditional cuisine with a twist that reflects Austin's unique mixture of Southwestern roots and cosmopolitan flavors.

Now our two restaurants are powered by clean, renewable energy that delivers extra sizzle to both our fajitas and our community's quality of life. Join us and sign up for GreenChoice today by visiting [www.austinenergy.com](http://www.austinenergy.com) or calling 505-3651.







## AMD Means Green.

AMD's passion for environmental concerns inspires us to be one of the nation's largest industrial users of 'green power.' Through Austin Energy's GreenChoice program, we're spearheading the use of non-traditional energy resources, powering our energy-efficient facilities using solar, wind, and biomass solutions. And what's good for the environment is good for the people who live in it.

Join us and enroll in GreenChoice. Visit [www.austinenergy.com](http://www.austinenergy.com) or call 505-3651.

**GreenChoice™**



Austin's Community-Owned Electric Utility





# You're in Good Company

## Businesses Powered by Clean Energy from GreenChoice

### Corporate Champions

3M Corporation  
823 Congress  
Ambion  
AMD  
Apple  
BAE SYSTEMS  
BLOCKBUSTER  
College Houses  
Concordia Lutheran University  
Fisher-Rosemount Systems  
Four Seasons  
Ginny's + Meri  
Graeber, Simmons & Cowan  
Greenwood Towers  
GSD&M  
GTI Coatings  
Habitat Suites Hotel  
Heart Hospital of Austin  
Hyatt Regency  
IBM  
Iron Cactus  
Kinko's  
La Quinta  
LBS Broadcasting  
Live Oak Development  
Maudie's Café  
Pier 1 Imports  
Rebekah Baines Johnson Center  
Samsung  
Solection  
State Farm Insurance  
Texas Commission on Environmental Quality  
Texas Governor's Mansion  
Tokyo Electron

### Small Business Partners

4001 Duval Salon  
Academy of Oriental Medicine  
Advanced Insulation of Texas  
Affordable Storage  
Aloni Property Management  
Amazing Face  
Amazonia Aquariums  
American Lung Association of Texas  
Austin Autohaus  
Austin Chronicle  
Austin Computing Solutions  
Austin Eye Clinic  
Austin Lyric Opera  
Austin Outdoor Gear & Guidance  
Austin Quantity Photo  
Austin Trust Company  
Avenue A Homeowners Association  
Avenue B Grocery & Market  
Balcones Frame Supply  
Bangs Hair Salon  
Barley + Pfeiffer Architects  
Bates Investigations  
Beaver Real Estate  
Beerland  
BENCHMARK Designers Goldsmiths  
Ben's Workshop  
Bicycle Sport Shop  
Butler Floors  
Canterberry Commons  
Homeowners Association  
Carolyn Bates, Ph.D.  
Carter Design & Associates  
Casa de Luz  
Casteel Fire Protection  
Cedar Door  
Celebration  
Center for Maximum Potential  
Building Systems  
Chipotle Burritos & Tacos  
Chittamani Buddhist Center  
Cielo Wind Power  
City of Austin Employees' Retirement System  
City of Sunset Valley

ClayWays Pottery Studio & Gallery  
Club de Ville  
Convict Hill Floor Covering  
Corkran Energy, LP  
Crockett International  
CRS  
Crystal Works  
Culter Automotive  
CWOL.com  
David Cramer, Ph.D.  
David Poole, Ph.D.  
Dirty Martin's Hamburgers  
Dr. Emilio M. Torres  
Dr. James Maynard  
Dragon's Lair  
Drs. Rolland & Juli Fellows  
Ducati Austin  
Dynamic Reprographics  
Ebenezer Baptist Church  
Ecology Action of Texas  
Edward Jones Investments / Billy Johnson  
Edward Jones Investments / Cassandra Edlund  
Edward Jones Investments / David Nguyen  
Edward Jones Investments / Ed Gonzales  
Edward Jones Investments / Erin Hinzmann  
Edward Jones Investments / Fernando Kempff  
Edward Jones Investments / Guy Weinhold  
Edward Jones Investments / Larry Najvar  
Edward Jones Investments / Michael Davis  
Edward Jones Investments / Neil Walters  
Edward Jones Investments / Roy Longoria  
Edward Jones Investments / Roy Springer  
Edward Jones Investments / Susan K. Combs  
Edward Jones Investments / TJ Formby  
Edward Jones Investments / Travis Ross  
Environmental Defense  
Eriewine Guitars  
Family Eye Clinic  
Far West Optical  
FASTRFRAME  
Feather & Fur  
Fernandez Group, Inc.  
Fire Island Hot Glass Studio  
First English Lutheran Church  
First Unitarian Universalist Church of Austin  
Flamingo Automotive  
Flatbed Press & Gallery  
Floor Covering Solutions  
Forbidden Fruit  
Friendly Car Care  
Good Flow Honey & Juice Company  
Greenstein & Kolker, Attorneys at Law  
Guadalupe Arts Center  
Guerrero-McDonald & Associates  
Hall Chiropractic  
Hampton Inn & Suites Downtown Austin  
Hangers Cleaners  
Hatch Partnership  
Healing Acupuncture Center  
Holistic Healing Center  
Horseshoe Bend Ranch  
Hostelling International Austin  
Houston Chronicle  
I Luv Video  
IBEX Properties - IO Studios  
In Step  
Ingilis & Reynolds  
Inter-Cooperative Council - UT Student Housing  
Isle Temple Healing Arts Gallery  
John M. Scanlan Investments  
JOSCO  
Joseph C. Osborn, CPA  
Kestrel Printing  
Kirby Hall School  
La Casa Apartments  
Lauterstein-Conway Massage School  
Lazy Oak B&B  
Leon J. Barish, Attorney at Law - Mediator  
Lexington Homeowners Association  
Linsalata Realty Services  
Little People Development Center  
Mars Restaurant & Bar  
Meals on Wheels & More

Megavolt  
MFI Management, LLC  
Midtown Grooming  
Milkshake Media  
Mojo's Daily Grind  
Mother's Café & Garden  
National Church Residences  
Olden Lighting  
Open Door  
Orchard Plaza  
Ozone Bikes  
Panasonic of Austin  
Paradise Pools & Spas  
Parkside Community Schools  
Paul Compton, MD  
PC Guru  
Perry Lorenz  
Pink Hair Salon & Gallery  
Planned Parenthood  
Plum Blossom Acupuncture & Massage Clinic  
Quickie Pickle  
Rafferty  
Ray Tonjes Builders  
Re-Source Texas  
REAL-COMP  
Renewable Energy Systems  
Robert R. Thoreson, DO  
Rose's Fresh Foods  
Rue's Antiques  
Ruta Maya International Headquarters  
Rydman Record Retrieval  
SASS and Martin Brothers Fresh Dressings  
Scanlan, Buckle & Young  
Sharp Properties  
Shoal Creek Saloon  
Sierra Club-Lone Star Chapter  
Silk Road  
Spider House  
St. James Episcopal Church  
Star Bar  
Starlite Restaurant  
Steve's Liquor Stores  
Strand Brothers  
Student Heritage Housing  
Summit Condos Homeowners Association  
Susan S. Fairbanks, CSW  
Telephone Distributors Incorporated  
Texas Delta Chi  
Texas Highway Patrol Association  
Texas Solar Power Co.  
The Body Therapy Center  
The Green Commercial Broker - Childers Commercial Group  
The Natural Gardener  
The Osborne Companies  
Therapy Clothing  
Three Bears Childcare  
Tivoli  
Travis Green Condo Homeowners Association  
Upper Crust Bakery  
Wade Wilson, Attorney at Law  
Westenfield Development Company  
Wheatville Co-op  
White Mountain Foods  
Whole Earth Provision Co.  
Wildflower Organics  
wtpc  
Zilker Skyline Homeowners Association

**GreenChoice®**



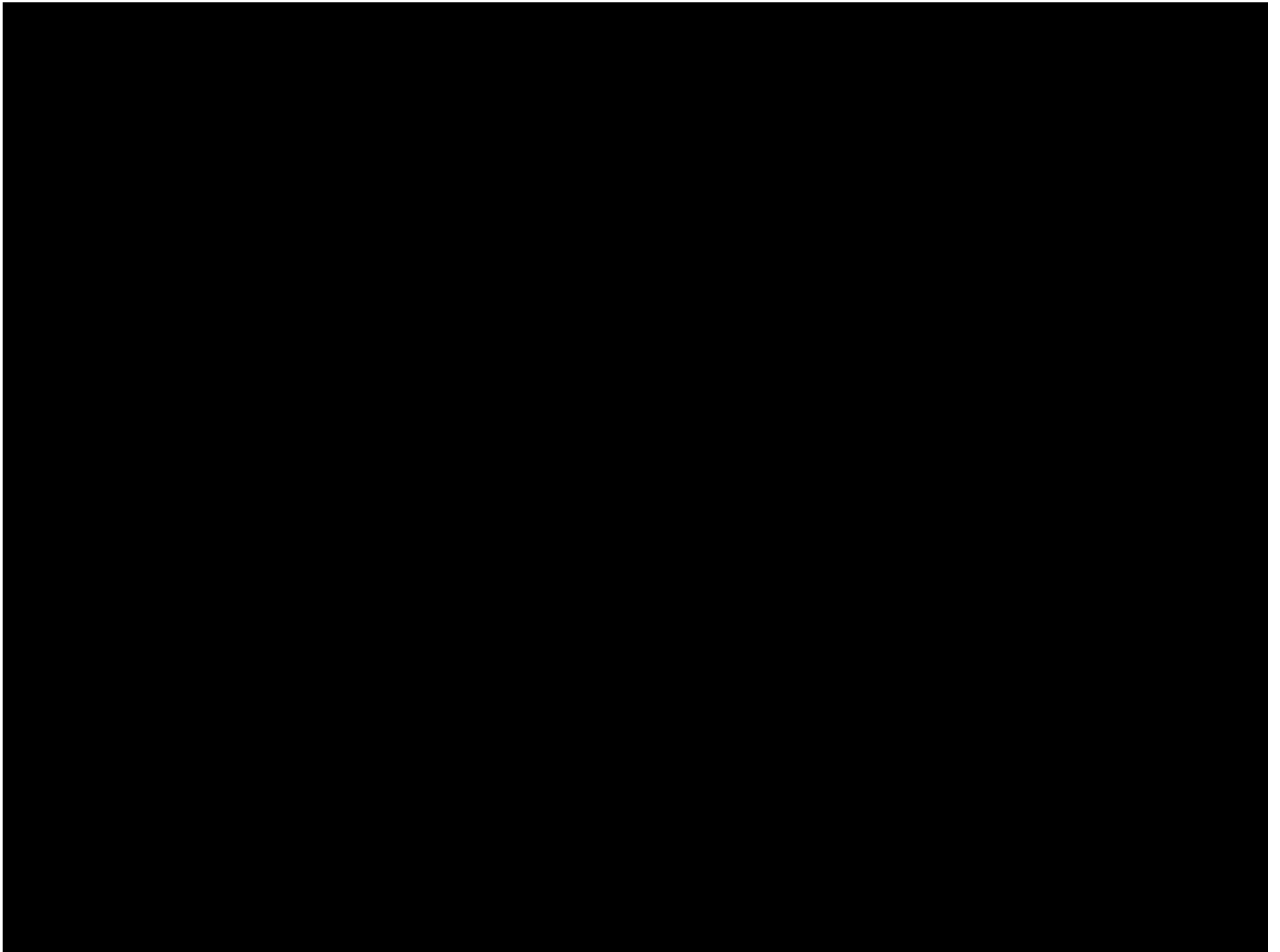
Austin's Community-Owned Electric Utility

Go green. Sign up today by calling 505-3651 or visit [austinenenergy.com](http://austinenenergy.com)

# Join Austin's Clean Power Champions!



**GreenChoice™**





## **More than 100 Austin businesses use clean power from GreenChoice, and the list keeps growing!**

**Alori Property Management**

**Club de Ville**

**Cutler Automotive**

**Dirty Martin's Hamburgers**

**Fire Island Hot Glass Studio**

**Good Flow Honey & Juice Company**

**Isle Temple Healing Arts Gallery**

**James M. Shultz, MD**

**Mojo's Daily Grind**

**Pink Hair Salon & Gallery**

**Planned Parenthood**

**Public Citizen**

**Quickie Pickie**

**Sharp Properties**

**We choose green power  
for a clean Austin!**



**IRON CACTUS**  
SOUTHWESTERN GRILL & MARGARITA BAR



**BAE SYSTEMS**



**TOKYO ELECTRON**





## Companies Support GreenChoice

**G**reenChoice, Austin Energy's green power program, welcomes six new Corporate Champions. All have subscribed to 100% green power. The group is led by Tokyo Electron America, the first Austin high tech firm to power 100% with renewable energy — signing for 4.7 million kilowatt-hours (kWh) a year.

Advertising firm GSD&M has subscribed to almost 3 million kWh of green power annually with Ginny's+Merit, Greenwood Towers, the Iron Cactus and Kinko's signing for more than 1 million kWh each.

GreenChoice subscribers now include 150 Austin businesses and 6,500 residential customers who collectively will use more than 280 million kWh each year of clean power generated from wind, landfill methane gas and sunlight. Sign up today at [www.austinenenergy.com](http://www.austinenenergy.com) or call 974-7827. Businesses, call 505-3651. ⚡

### New GreenChoice Small Business Partners

|                                      |   |
|--------------------------------------|---|
| Alori Property Management            | James M. Shultz, MD                                     |
| American Lung Association of Texas   | Leon J. Barish, Attorney at Law — Mediator              |
| Austin Computing Solutions           |   |
| Cachet Travel                        | Mojo's Daily Grind                                      |
| Center For Maximum Potential         | Pink Hair Salon & Gallery                               |
| ClayWays Pottery Studio & Gallery    | Planned Parenthood                                      |
| Club de Ville                        | Public Citizen  |
| Dirty Martin's Hamburgers            | Robert R. Thoreson, DO                                  |
| Dynamic Reprographics                | Rue's Antiques  |
| Edward Jones Investments/Brad Lemmon | Sharp Properties  |
| Fire Island Hot Glass Studio         | Starlite Restaurant                                     |
| Flamingo Automotive                  | Steve's Liquor Stores                                   |
| Good Flow Honey & Juice Co.          | The Body Therapy Center                                 |
| Holistic Healing Center              | The Green Commercial Broker — Childers Commercial Group |
| Houston Chronicle                    | Therapy Clothing  |
| IBEX Properties-IO Studios           | Travis Green Condo Homeowners Association               |
| Isle Temple Healing Arts Gallery     |   |



TOKYO ELECTRON



IRON CACTUS  
SOUTHWESTERN GRILL & MARGARITA BAR



Austin's Newest GreenChoice  
Corporate Champions

- ✓ Tree Trimming
- ✓ Street Lights



To schedule a speaker for your group, call 322-6144.

### Average Bill Comparison

November '01 Residential - 1000 kWh

|  |                |
|--|----------------|
| El Paso Electric                       | \$107.32       |
| Texas-New Mexico (Gulf Coast)          | \$103.55       |
| Reliant Energy (Houston)               | \$98.26        |
| TXU Electric (Dallas)                  | \$92.00        |
| West Texas Utilities (Abilene)         | \$87.36        |
| CP&L (Corpus Christi)                  | \$86.16        |
| Entergy Gulf States (Beaumont)         | \$83.17        |
| <b>Austin Energy</b>                   | <b>\$80.67</b> |
| Bluebonnet Electric Co-op              | \$79.75        |
| Southwestern Public Service (Amarillo) | \$78.64        |
| Guadalupe Valley Electric Co-op        | \$75.07        |
| Tri-County Co-op (North Texas)         | \$71.04        |
| CPS (San Antonio)                      | \$62.49        |

Source: Public Utility Commission of Texas

### Para una Traducción en Español:

Si le gustaría recibir este folleto en Español, llame a Austin Energy al 322-6596.



**Customer Service Center: 494-9400**  
Hours: Saturday 9:00 am - 1:00 pm; Weekdays 7:00 am - 9:00 pm  
**24-Hour Power Outage Reporting: 322-9100**



The City of Austin is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. TDD 477-3663.

## More Austin Businesses Going Green



**Maudie's**  
c a f e



**CAPITAL**  
**METRO**

The **Austin Independent School District (AISD)** has become Austin's largest green power subscriber and #1 in the nation among school systems by signing up for 45 million kilowatt-hours (kWh) of green power annually. AISD brings to 38 the number of Corporate Champions in Austin Energy's GreenChoice program.

**Capital Metro, Maudie's Cafe, College Houses and GTI Coatings** are also new GreenChoice Corporate Champions — companies subscribing to a minimum of 700,000 kWh annually.

In all, 264 Austin businesses and over 7,000 residential customers participate in the GreenChoice program and have subscribed for 350 million kWh of green power for the coming year. This makes GreenChoice the #1 utility-sponsored green power program in the nation.

Austin Energy's primary renewable energy source is wind-generated electricity from West Texas. The Utility has contracted for 79 megawatts of wind power and is contracting for an additional 93 megawatts. By 2005, green power will represent 5% of our energy sales. ⚡

## Free Home Weatherization For Those In Need

If you are an Austin Energy customer who meets income guidelines, you may qualify for free energy improvements for your home even if you rent, as long as you have lived in the home for at least a year, and with the consent of your landlord.

The program provides additional attic insulation if



## Austin Energy Speakers' Bureau

Austin Energy has excellent speakers on a variety of topics for your business or community group. Topics include:

- ✓ **Deregulation**
- ✓ **Energy Efficiency**
- ✓ **Customer Assistance Program**
- ✓ **Green Power Program**
- ✓ **Tree Trimming**
- ✓ **Street Lights**



To schedule a speaker for your group, or to schedule a power plant tour, call 322-6144.

## Average Bill Comparison

September '03 Residential - 1000 kWh

|  |          |
|--|----------|
| * CP&L (Corpus Christi)                  | \$114.96 |
| * Centerpoint (Reliant) Energy (Houston) | \$110.78 |
| El Paso Electric                         | \$109.97 |
| * Texas-New Mexico (Gulf Coast)          | \$107.62 |
| * West Texas Utilities (Abilene)         | \$105.03 |
| * TXU (Dallas)                           | \$104.34 |
| Entergy Gulf States (Beaumont)           | \$89.74  |



## Businesses Help Make GreenChoice #1

Thanks to the more than 200 small businesses, 35 large Austin companies and 6,800 residential customers for giving Austin the #1 green power program in the nation. Last year, Austinites subscribed to more green power than customers of any other utility-sponsored green power program in America. Last month's newsletter recognized our newest business subscribers. The businesses below were among the first to sign up when this program began. You can enroll your home or business in the nation's #1 green power program at [www.austinenergy.com](http://www.austinenergy.com) or call 974-7827 (businesses call 505-3651). And, visit our Web site for a complete listing of all GreenChoice® Corporate Champions and Small Business Partners. ⚡

### GreenChoice Small Business Partners

Academy of Oriental Medicine  
Advanced Insulation of Texas  
Alori Property Management  
Amazing Face  
Amazonia Aquariums  
American Lung Association of Texas  
Audio Systems  
Austin Chronicle  
Austin Computing Solutions  
Austin Eye Clinic  
Austin Lyric Opera  
Austin Trust Company  
Avenue A HOA  
Avenue B Grocery & Market  
Balcones Frame Supply  
Bangs Hair Salon  
Barley + Pfeiffer, Inc.  
Bates Investigations  
Beaver Real Estate  
Beerland  
Ben's Workshop  
Bicycle Sport Shop  
Borden Emshoff  
Butler Floors  
Canterberry Commons HOA  
Carolyn Bates, Ph.D.  
Carter Design & Associates  
Casa de Luz  
Celebration!  
Center for Maximum Potential  
Building Systems  
Chipotle Burritos & Tacos  
Chittamani Buddhist Center  
Cielo Wind Power  
City of Austin Employees' Retirement System  
City of Sunset Valley  
ClayWays Pottery Studio & Gallery  
Club de Ville  
Creekside Whole Health Center  
Crockett International  
CRS  
Crystal Works  
Cutler Automotive  
CWOL.com  
David Cramer, Ph.D.  
David Poole, Ph.D.  
Dirty Martin's Hamburgers

Dragon's Lair  
Drs. Rolland & Juli Fellows  
Dynamic Reprographics  
Ecology Action of Texas  
Edward Jones Investments/  
Susan K. Combs  
TJ Formby  
Erlewine Guitars  
Family Eye Clinic  
Far West Optical  
Fire Island Hot Glass Studio  
First Unitarian Universalist Church of Austin  
Flamingo Automotive  
Flatbed Press & Gallery  
Forbidden Fruit  
Friendly Car Care  
Good Flow Honey & Juice Company  
Guadalupe Arts Center  
Guerrero-McDonald & Associates  
Hangers Cleaners  
Hatch Partnership  
Healing Acupuncture Center  
Holistec Healing Center  
Horseshoe Bend Ranch  
Hostelling International Austin  
Houston Chronicle  
I Luv Video  
IBEX Properties - IO Studios  
In Step  
Inglis & Reynolds  
Inter-Cooperative Council - UT  
Student Housing  
Isle Temple Healing Arts Gallery  
John M. Scanlan Investments  
JOSCO  
Lauterstein-Conway Massage School  
Leon J. Barish, Attorney at Law - Mediator  
Little People Development Center  
Littlefield Corporation  
Meals on Wheels & More  
Midtown Grooming  
Milkshake Media  
Mojo's Daily Grind  
Mother's Café & Garden  
Olden Lighting  
Open Door

Orchard Plaza  
Panasonic of Austin  
Paradise Pools & Spas  
Parkside Community Schools  
Paul Compton, MD  
Pink Hair Salon & Gallery  
Planned Parenthood  
Quickie Pickle  
Rafferty  
Ray Tonjes Builders  
Re:Source Texas  
REAL-COMP  
Renewable Energy Systems  
Robert R. Thoreson, DO  
Rose's Fresh Foods  
Rue's Antiques  
Ruta Maya International Headquarters  
SASS and Martin Brothers Fresh Dressings  
Scanlan, Buckle & Young  
Sharp Properties  
Shoal Creek Saloon  
Shoehorn Design  
Sierra Club - Lone Star Chapter  
Silk Road  
Spider House  
Star Bar  
Starlite Restaurant  
Steve's Liquor Stores  
Strand Brothers  
Student Heritage Housing  
Susan S. Fairbanks, CSW  
Telephone Distributors Incorporated  
Texas Delta Chi  
Texas Highway Patrol Association  
The Body Therapy Center  
The Green Commercial Broker - Childers Commercial Group  
The Osborne Companies  
Therapy Clothing  
Three Bears Childcare  
Travis Green Condo HOA  
Upper Crust Bakery  
Westfield Development Company  
Wheatville Co-op  
White Mountain Foods  
Wildflower Organics  
Zilker Skyline HOA

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Austin Energy has excellent speakers on a variety of topics for your business or community group. Topics include:

- ✓ Deregulation
- ✓ Energy Efficiency
- ✓ Customer Assistance Program
- ✓ Green Power Program
- ✓ Tree Trimming
- ✓ Street Lights



To schedule a speaker for your group, or to schedule a power plant tour, call 322-6144.

## Average Bill Comparison

July '03 Residential - 1000 kWh

|  |                |
|--|----------------|
| * West Texas Utilities (Abilene)         | \$119.72       |
| * CP&L (Corpus Christi)                  | \$114.96       |
| El Paso Electric                         | \$109.97       |
| * Texas-New Mexico (Gulf Coast)          | \$107.62       |
| * Centerpoint (Reliant) Energy (Houston) | \$101.46       |
| * TXU (Dallas)                           | \$100.72       |
| Tri-County Co-op (North Texas)           | \$96.25        |
| CPS (San Antonio)                        | \$93.30        |
| Entergy Gulf States (Beaumont)           | \$90.60        |
| <b>Austin Energy</b>                     | <b>\$82.89</b> |
| Bluebonnet Electric Co-op                | \$72.70        |
| Guadalupe Valley Electric Co-op          | \$71.57        |
| Southwestern Public Service (Amarillo)   | \$70.68        |

\* Participating in deregulation  
Source: Public Utility Commission of Texas

## Para una Traducción en Español:

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## Green Power Program in America

Austin Businesses Powered by *Clean* Energy from GreenChoice

### Corporate Champions

3M Company  
823 Congress  
Ambion  
AMD  
Apple  
BAE SYSTEMS  
BLOCKBUSTER  
Capital Metro  
College Houses  
Concordia University  
Fisher-Rosemount Systems  
Four Seasons  
Ginny's + Merit  
Graeber, Simmons & Cowan  
Greenwood Towers  
GSD&M  
GTI Coatings  
Habitat Suites Hotel

Heart Hospital of Austin  
Hyatt Regency  
IBM  
Iron Cactus  
Kinko's  
La Quinta  
LBJS Broadcasting  
Live Oak Development  
Maudie's Café  
Pier 1 Imports  
Rebekah Baines Johnson Center  
Samsung  
Sollectron  
State Farm Insurance  
Texas Commission on  
Environmental Quality  
Texas Governor's Mansion  
Tokyo Electron



Austin's Community-Owned Electric Utility



## Austin Businesses Powered by *Clean* Energy from GreenChoice

### Small Business Partners

4001 Duval Salon  
Academy of Oriental Medicine  
Advanced Insulation of Texas  
Aesthetic Dental Design  
Affordable Storage  
All Year Heating & Cooling  
Alari Property Management  
Amazing Face  
Amazonia Aquariums  
American Lung Assn. of Texas  
Audio Systems  
Austin Autohaus  
Austin Chronicle  
Austin Computing Solutions  
Austin Eye Clinic  
Austin Lyric Opera  
Austin Outdoor Gear & Guidance  
Austin Quantity Photo  
Austin Studios  
Austin Trust Company  
Austin Veterinary Hospital  
Avenue A Homeowners Assn.  
Avenue B Grocery & Market  
Bakones Frame Supply  
Bangs Hair Salon  
Barley + Pfaffner, Inc.  
Bates Investigations  
Beaver Real Estate  
Beerland  
BENCHMARK Designers Goldsmiths  
Ben's Workshop  
Bicycle Sport Shop  
Borden Emshoff  
Butler Floors  
Canterberry Commons  
Homeowners Assn.  
Carolyn Bates, Ph.D.  
Carter Design & Assoc.  
Caryl Dalton, Ph.D. Psychologist  
Casa de Luz  
Castel Fire Protection  
Cedar Door  
Celebration!  
Center for Maximum Potential  
Building Systems  
Chipotle Burritos & Tacos  
Chittamani Buddhist Center  
City of Austin Employees'  
Retirement System  
City of Sunset Valley  
ClayWays Pottery Studio  
& Gallery  
Club de Ville  
Convict Hill Floor Covering  
Corkran Energy, LP  
Creekside Whole Health Center  
Crockett International

CRS  
Crystal Works  
Culler Automotive  
CWOL.com  
David Cramer, Ph.D.  
David Poole, Ph.D.  
Dirty Martin's Hamburgers  
Dr. Emilio M. Torres  
Dr. James Maynard  
Dragon's Lair  
Drs. Roland & Juli Fellows  
Ducati Austin  
Dynamic Reprographics  
Ebenezer Baptist Church  
Ecology Action of Texas

Edward Jones Investments:  
Billy Johnson  
Cassandra Edlund  
David Nguyen  
Ed Gonzales  
Erin Hinzmann  
Fernando Kempff  
Guy Weinhold  
Larry Najjar  
Leo Holland  
Michael Davis  
Neil Walters  
Roy Langoria  
Roy Springer  
Susan K. Combs  
TJ Formby  
Travis Ross

Environmental Defense  
Erlewine Guitars  
Express Alterations by Ace  
Customs Tailors  
Family Eye Clinic  
Far West Optical  
FASTFRAME  
Feather & Fur  
Fernandez Group, Inc.  
Fire Island Hot Glass Studio  
First English Lutheran Church  
First Unitarian Universalist  
Church of Austin  
Flamingo Automotive  
Flatbed Press & Gallery  
Floor Covering Solutions  
Forbidden Fruit  
Friendly Car Care  
Good Flow Honey &  
Juice Company  
Greenstein & Koller, Attorneys  
at Law  
Guadalupe Arts Center  
Guerrero-McDonald & Assoc.  
Hall Chiropractic

Hampton Inn & Suites  
Downtown Austin  
Hangers Cleaners  
Hatch Partnership  
Healing Acupuncture Center  
Holistic Healing Center  
Horseshoe Bend Ranch  
Hostelling International Austin  
Houston Chronicle  
I Luv Video  
IBEX Properties - 10 Studios  
In Step  
Ingis & Reynolds  
Inter-Cooperative Council  
UT Student Housing  
Isle Temple Healing Arts Gallery  
John M. Scanlon Investments  
JOSCO  
Joseph C. Osborn, CPA  
Kestrel Printing  
Kirby Hall School  
L. M. Holder III, FAIA  
La Casa Apartments  
Lauterstein-Conway Massage School  
Lazy Oak B&B  
Leon J. Barish, Attorney at  
Law - Mediator  
Lexington Homeowners Assn.  
Linsalata Realty Services  
Little People Development Center  
Littlefield Corporation  
Mars Restaurant & Bar  
Meals on Wheels & More  
Megavolt  
MFI Management, LLC  
Midtown Grooming  
Milkshake Media  
Mojo's Daily Grind  
Mother's Café & Garden  
National Church Residences  
Olden Lighting  
Open Door  
Orchard Plaza  
Ozone Bikes  
Panasonic of Austin  
Paradise Pools & Spas  
Parkside Community Schools  
Paul Compton, MD  
PC Guru  
Perry Lorenz  
Pink Hair Salon & Gallery  
Planned Parenthood  
Plum Blossom Acupuncture  
& Massage Clinic  
Quickie Pickie  
Rafferty  
Ray Tonjes Builders  
ReSource Texas  
REAL-COMP

Renewable Energy Systems  
Renewable Generation, Inc.  
Robert R. Thoreson, DO  
Rootin' Ridge Toymakers  
Rue's Antiques  
Ruta Maya International Headquarters  
Rydman Record Retrieval  
SASS and Martin Brothers  
Fresh Dressings  
Scanlon, Buckle & Young  
Sharp Properties  
Shoal Creek Saloon  
Shoehorn Design  
Sierra Club-Lone Star Chapter  
Silk Road  
Spider House  
St. James Episcopal Church  
Star Bar  
Starlite Restaurant  
Steve's Liquor Stores  
Strand Brothers  
Student Heritage Housing  
Summit Condos  
Homeowners Assn.  
Susan S. Fairbanks, CSW  
Telephone Distributors Inc.  
Texas Delta Chi  
Texas Highway Patrol Assn.  
Texas Solar Power Co.  
Texas Wesleyan United Methodist  
Campus Ministry  
The Body Therapy Center  
The Green Commercial Broker -  
Childers Commercial Group  
The Natural Gardener  
The Osborne Companies  
Therapy Clothing  
Things Celtic  
Three Bears Childcare  
Tivoli  
Travis Green Condo Homeowners Assn.  
Uchi  
Upper Crust Bakery  
Wade Wilson, Attorney at Law  
Waterloo Cycles  
Westfield Development  
Company  
Wheatsville Co-op  
White Mountain Foods  
Whole Earth Provision Co.  
Wildflower Organics  
wtpc  
Zikler Skyline Homeowners Assn.



Austin's Community-Owned Electric Utility



# Marketing GreenChoice®

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- **Secure significant participation**
  - **Fixed cost component**
  - **Energy efficiency offsets**
  - **Recognition advertising**
  - **Dedicated salesperson**
  - **Key Accounts team**





# Marketing GreenChoice®

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- **Secure significant participation**
  - **Pursue news coverage**
    - **First 100% college/university**
    - **Largest subscription by school district**
    - **#1 in green power sales**





# Marketing GreenChoice®

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- **Include renewables in generation plan**
  - **Cost effective energy efficiency/DSM first response to load growth**
  - **1% cost effective renewables annually**
    - **Generation diversity**
    - **Hedge against gas prices**





# Marketing GreenChoice®

- **Success of GreenChoice**
  - **Utility investment**
  - **Fixed cost component**
  - **Recognition advertising**
  - **Full time salesperson**
  - **Inclusion in generation plan**





# Marketing GreenChoice®

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**November 5, 2003**

